

F.I.C. COPY
1/27/58

good
specimen

fashion calendar

january

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

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18th YEAR • A WEEKLY PUBLICATION

january - 1959

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february - 1959

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march - 1959

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, JANUARY 26, 1958</u>			
Sunday Jan. 26 1:00 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Showing of Vera Maxwell's Alpine collection during luncheon. Publicity: Vera Maxwell, Terry Parker, LO. 3-4358. Price: \$3.75. For reservations contact: Mr. Gilbert, CI. 6-7700. Fashion Show Coordinator: Peggy Cantor, CH. 4-3789.	VERA MAXWELL, INC.	HAMPSHIRE HOUSE FOUNTAIN ROOM
Beginning Monday Jan. 27	OPENING OF PARIS COUTURE COLLECTIONS <u>Jan. 27:</u> Manguin, Patou, Claude Riviere, Sagardoy. <u>Jan. 28:</u> ACP, Balmain, Cardin, Chanel (For Press; <u>Jan. 29 for buyers</u>); Heim, Laroche, Raphael, Vramanti. <u>Jan. 29:</u> Desses, Gres, Griffe, Revillon, Maggy Rouff. <u>Jan. 30:</u> Bruyere, Dior, Lanvin-Castillo, de Rauch. <u>Jan. 31:</u> Carven, Givenchy (buyers only), Charles Montaigne, Michel Tellin. Contact: Chambre Syndicale--102, Rue du Faubourg St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Tuesday Jan. 28 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Fourteenth annual fashion show for benefit of the National Foundation of Infantile Paralysis. Prices: Luncheon and fashion show--\$25.00, \$50.00, \$75.00; show only--\$10.00. Contact: Elaine Whitelaw, National Foundation, 301 East 42nd St., OX. 7-7700. Fashion Publ: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Beginning Tuesday Jan. 28	OPENING OF SUMMER DRESS COLLECTION Continuous daily thereafter. Contact: Leroy Grayson, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday Jan. 29 1:15 P.M.	PREVIEW: SUMMER COCKTAIL AND EVENING DRESSES By invitation. Showings thereafter Feb. 4-6, 10-13 at 1:15 P.M. Contact: Marian Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday Jan. 29 2:30 P.M.	PREVIEW OF SUMMER DRESS COLLECTION Preview for press and resident buyers of David Crystal's Summer dress collection. By invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Jan. 30 10:30 A.M.	PRESS PREVIEW OF SUMMER COLLECTION By invitation. Showings thereafter Feb. 4, 5, 6, 11, 12 and 13 at 10:30 A.M. Contact: Frank Bender, LA. 4-7690.	MALCOLM CHARLES	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 30 2:00 P.M.	PREVIEW OF SUMMER DRESS COLLECTION For press and buyers. By reservation. <u>Daily trade showings at 2:00 P.M. from Mon., Feb. 3.</u> Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	REMBRANDT FROCKS	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Friday Jan. 31 10:30 A.M.	SUMMER FASHIONS BY WILSON FOLMAR Summer collection designed by Wilson Folmar at preview for press and buyers. By invitation. <u>Trade showings Feb. 4-6, 10-13 at 1:00 P.M.</u> Contact: David Taxier, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Friday Jan. 31 12:00 Noon Luncheon	SUMMER FASHIONS AT PRESS PREVIEW Cocktail, dinner and evening collection. By invitation. Daily at 12:00 Noon (luncheon) Feb. 3-6, 10-13. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Friday Jan. 31 4:00 P.M. Cocktails	PREVIEW: MEN'S AND BOYS' WEAR FABRICS Showing of Reeves' new line of "Bounty" fabrics--man-made fabrics in Avisco Rayon. By invitation. Publicity: Charles F. Schroeder, PE. 6-8600.	REEVES BROS. INC.; AMERICAN VISCOSE CO.	10 EAST 52ND STREET SPORTS AFIELD

OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, FEBRUARY 3</u>			
Zoltan-Rosenberg Co.	2:30; by appointment.	550 7th (22 Fl) LA.	4-6691
<u>TUESDAY, FEBRUARY 4</u>			
Kane-Weill (Lloyd Weill).	10:30 A.M.	498 7th (22 Fl) LO.	5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7th (12 Fl) LA.	4-9724
<u>WEDNESDAY, FEBRUARY 5</u>			
Davidow, Inc.	By appointment	550 7th (21 Fl) PE.	6-6909
David M. Goodstein, Inc.	10:30 A.M.	550 7th (24 Fl) LA.	4-2577

Beginning Monday Feb. 3 10:30 A.M.	OPENING OF SUMMER COLLECTIONS Leonard Arkin's Summer collection at 10:30; Andrew Arkin's at 11:30. Contact: Lois Lapper, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Feb. 3 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Showing of Claire McCardell's Summer collection for the press. Daily thereafter at 2:30 P.M. By invitation. Contact: LO. 4-2155.	CLAIRE MCCARDELL	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday Feb. 3 3:30 P.M.	PREVIEW: JEANE SCOTT BY MARGOT, INC. By invitation. Showing of Summer collections thereafter, from Tuesday, Feb. 4--Arkay Junior Frocks at 11:00; Rappi, Inc. at 2:00; Jeane Scott, by Margot Inc. at 3:00. Publicity: Mr. Post Eddy, LO. 5-2626.	MARGOT, INC.; ARKAY; & RAPPI	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Monday Feb. 3	SUMMER COLLECTION BY JEANNE CAMPBELL Continuous daily showings of Sportwhirl's Summer dresses and sportswear. Contact: Bobby Kadin, LO. 4-1445.	SPORTWHIRL, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)</u>			
<u>TUESDAY, FEBRUARY 4</u>			
	Rudolf Gowns.	10:30 A.M.	530 7th (12 Fl) WI. 7-6865
	Paul Parnes Corp.	2:30 P.M.	498 7th (10 Fl) CH. 4-4600
	Harmay.	4:00 P.M.	498 7th (22 Fl) PE. 6-5547
	Ben Barrack, Inc.	Continuous daily	498 7th (7 Fl) LO. 4-3923
	A. Goodman & Co., Inc. . . .	Continuous daily	530 7th (17 Fl) WI. 7-4077
<u>WEDNESDAY, FEBRUARY 5</u>			
	Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 Fl) LA. 4-7540
	Wm. Fox-Visioni Corp.	1:00 P.M.	498 7th (18 Fl) CH. 4-2659
	Grabois	1:15 P.M.	498 7th (5 Fl) CH. 4-2767
	David Levine Co.	2:30 P.M.	530 7th (21 Fl) LA. 4-0237
	Rosalie Macrini, Inc.	4:00 P.M.	550 7th (11 Fl) CH. 4-2655
<u>THURSDAY, FEBRUARY 6</u>			
	Jobere, Inc.	11:45 A.M.	530 7th (30 Fl) PE. 6-1938
	Harvey Berin, Ltd.	1:00 P.M.	530 7th (7 Fl) PE. 6-0206
	Nat Kaplan, Inc.	1:15 P.M.	498 7th (21 Fl) LO. 5-4115
	Branell	2:30 P.M.	530 7th (27 Fl) PE. 6-6983
<u>FRIDAY, FEBRUARY 7</u>			
	Hannah Troy, Inc.	1:00 P.M.	530 7th (2 Fl) LO. 3-0988
	David E. Gottlieb, Inc.	2:15 P.M.	530 7th (4 Fl) LO. 5-2727
	Grobe Originals, Inc.	Continuous daily	498 7th (16 Fl) BR. 9-8394
	Martin Simon, Inc.	Continuous daily	498 7th (7 Fl) LA. 4-2877
<u>TUESDAY, FEBRUARY 11</u>			
	Junior Sophisticates Co. . . .	1:00 P.M.	498 7th (4 Fl) LO. 4-0462
	Ed Gerrick, Inc.	4:00 P.M.	550 7th (7 Fl) LO. 4-1820
<u>WEDNESDAY, FEBRUARY 12</u>			
	Samuel Winston, Inc.	4:00 P.M.	530 7th (11 Fl) CH. 4-2617

Tuesday Feb. 4 8:15 A.M. Breakfast	ANNUAL NOTIONS BREAKFAST Kleinert's annual show for notion buyers and merchandise managers. Press by invitation. Contact: Virginia MacAuley, MU. 2-8891.	KLEINERT'S (485 FIFTH AVENUE)	SHERATON-ASTOR HOTEL GRAND BALLROOM
Tuesday Feb. 4 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER COLLECTION Preview for press of the Adele Simpson Summer collection. By invitation. Trade showings, Feb. 5, 6, 11, 12, 13, 18 and 20 at 11:00 A.M. By reservation. Contact: LA. 4-7626. Publ: Eleanor Lambert, 785 Fifth, MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 4 10:00 A.M.	OPENING OF SUMMER DRESS COLLECTION Showing of Summer cocktail and formal dresses daily at 10:00, 1:00, and 3:00. Contact: William Rosenberg, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 4 10:30 A.M.	OPENING OF SUMMER COLLECTIONS Showings thereafter Wed., Feb. 5, 10, 11, 12, 18, 19 and 25 at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.	KANE-WEILL (Lloyd Weill)	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday Feb. 4 10:30 A.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses and ensembles, designed by Violet Feigin. Contact: Demi Daniels, LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 4 11:30 A.M.	OPENING OF SUMMER COLLECTION "Clothes For You"--designed by Madeleine Fauth. Continuous daily thereafter. Contact: Isabelle Crawford, BR. 9-7700.	CLOTHES FOR YOU, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday Feb. 4 12:00 Noon Luncheon	PREVIEW OF SUMMER DRESS COLLECTION Preview of Alison's Summer dress collection, designed by Miss Lucel and Mr. Nino. By invitation. Thereafter at 12:00 Noon. Contact: WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 4 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses, designed by Lee Evans, will be shown Feb. 4, 5, 6, at 1:00 P.M. By admission card only. Contact: Jean Ring, OX. 5-4760.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 4 2:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Summer dresses, designed by Betty Carol. By invitation. <u>Daily thereafter at 10:30 and 2:00.</u> Contact: Betty Whiteman, CH. 4-8876. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 4 2:30 P.M.	PRESS PREVIEW OF SUMMER FASHIONS Jerry Parnis will present her cotton collection to press and buyers. By invitation. Daily thereafter at 2:30 P.M. By appointment. Contact: CH. 4-0619. Publicity: Helen O. Borger, 667 Madison Ave., TE. 8-0937.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 4 4:00 P.M. Cocktails	PREVIEW OF SUMMER JUNIOR FASHIONS Showing of Summer junior dresses and costumes for press and buyers. Continuous daily thereafter. By invitation. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Feb. 4 4:00 P.M.	OPENING OF SUMMER COLLECTION Showing of Summer dresses, suits and costumes, at 4:00 P.M. daily. By reservation. Publicity: Pauline Greene at Charles J. Charney, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Feb. 4 5:00 P.M. Cocktails	PREVIEW: CEIL CHAPMAN'S SUMMER COLLECTION Preview for the press. By invitation. <u>Daily thereafter at 2:30 P.M.</u> By appointment. Contact: Carrie Arvani, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday Feb. 4	FORMAL FASHIONS BY TED SHORE Ted Shore's Summer formal fashions in organdies, nylons and organzas at continuous daily showings. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday Feb. 4	OPENING OF SUMMER COLLECTION Designed by Walter Gerson. Continuous daily. Contact: CH. 4-2270.	MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Feb. 4- Feb. 6	SCHEDULE OF LONDON COUTURE PREVIEWS <u>Feb. 4:</u> Digby Morton, Michael, Mattli, Ronald Paterson. <u>Feb. 5:</u> Victor Stiebel, Hardy Amies, Charles Creed, Lachasse. <u>Feb. 6:</u> John Cavanagh, Worth, Norman Hartnell, Michael Sherard. Contact: Ann Ryan, 461 Old Bond Street, London W.1.	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
Wednesday Feb. 5 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Showing for press, Wed., Feb. 5. (Resident buyers, Feb. 4 at 12:00 Noon). Thereafter, Feb. 6, 11, 12, 13. Contact: Terry Parker, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Wednesday Feb. 5 1:00 P.M.	OPENING OF SUMMER COLLECTION Showings of Summer collection in new showroom, Feb. 5, 6, 11, 12 and 13 at 1:00 P.M. Contact: CH. 4-2659.	WM. FOX-VISIONI CORP.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Feb. 5 2:30 P.M.	PRESS PREVIEW: BRIGANCE SUMMER COLLECTION Sportsmaker will preview Brigance's Summer collection of dresses, beachwear and playclothes. By invitation. Trade showing Thurs., Feb. 6 at 2:30 P.M.; thereafter Tuesdays and Thursdays. Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Feb. 5 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER SPORTSWEAR Showing of sportswear, beachwear and dresses designed by Greta Platty. By invitation. Continuous thereafter. Publ: Margaret Hodge, PL. 5-7630.	PLATTRY COUNTRY WEAR, INC.	THE AMBASSADOR BALLROOM
Wednesday Feb. 5 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF IRISH LINEN FASHIONS Reception for 1958 Irish Linen Queen; exhibit of table settings, decorator and household linens; fashion show of linen by leading designers for men and women; also originals by students of Parsons School of Design. By invitation. Publicity: Eleanor Rowlands, IE. 2-9292.	THE IRISH LINEN GUILD	HOTEL PIERRE BALLROOM
Thursday Feb. 6 11:30 A.M. Luncheon	OPENING OF SUMMER DRESS COLLECTION Showing of junior and misses dresses designed by Mr. Sidney; continuous daily thereafter at 11:30 A.M., followed by luncheon. Contact: BR.9-9570.	MERVIN ROSS, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Feb. 6 11:30 A.M.	OPENING: SPRING AND SUMMER COUTURE FASHIONS Daily showings of daytime, cocktail and evening dresses at 11:30 A.M. By reservation. Contact: Alice Geller, CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Feb. 6 1:15 P.M.	OPENING OF SUMMER COLLECTION Sylvia Kaplan's Summer dresses and ensembles for daytime and late-day wear. By reservation. <u>Daily showing thereafter at 1:15.</u> Contact: Genevieve Cawley, LO. 5-4115. Publ.: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	NAT KAPIAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Thursday Feb. 6 2:30 P.M.	OPENING OF SUMMER SPORTSWEAR COLLECTION Summer dresses and separates at 2:30 P.M. daily. Contact: Katherine Farmer, WI. 7-0132.	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 6 4:00 P.M.	SUMMER COLLECTION BY DONALD BROOKS Preview for press and buyers of Donald Brooks' Summer collection. Showing also <u>Feb. 13 at 4:00 P.M.</u> By invitation. Contact: LO. 3-4231. Publicity: Ruth Hammer Associates, EL. 5-7872.	HEDGES, LTD.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Friday Feb. 7 11:00 A.M.	PREVIEW OF SUMMER COLLECTION Showings also on Feb. 11 and 13 at 11:00 A.M. By invitation and reservation. Contact: Liz Bechtol, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Friday Feb. 7 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Preview of Summer fashions for the press. By invitation. <u>Trade showing Tues., Feb. 11</u> , daily thereafter at 10:30. By reservation. Contact: Jerome Silverman, LO. 4-0616.	SYLVAN RICH FOR MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION Hannah Troy's Summer dresses will be shown daily at 1:00 P.M. By appointment. Contact: LO. 3-0988. Publ.: Vera Bacal-Fredy Schey, PL. 3-8421.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Friday Feb. 7 2:00 P.M.	PRESS PREVIEW OF SUMMER DRESSES Abe Schrader will present his Summer collection to the press. By invitation. Beginning Tues., Feb. 11 daily showing at 11:30. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday Feb. 10- Feb. 21 9:00 A.M.	"TWO WEEKS WITH PAY" CAPSULE CLINICS Charm will preview their Summer (May-June issue) ready-to-wear and travel accessories. Open only to retailers, buyers, divisional merchandise managers, promotion directors, fashion coordinators, advertising directors. Daily showings: 9:00 A.M.-12:00 Noon, 2:00 P.M. - 5:00 P.M. merchandise-promotion clinics; 9:00 A.M. personalized store group meetings, by appointment only. Contact: Ruth Weiss, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 18TH FLOOR
Beginning Monday Feb. 10 1:00 P.M.	OPENING OF SUMMER COLLECTION Richard Cole's Summer collection of all-occasion dresses at 1:00 P.M. daily. Contact: John Brunelle, BR. 9-5644.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday Feb. 10 2:30 P.M.	OPENING OF SUMMER COLLECTION Daily thereafter at 10:30 A.M. By invitation. Contact: LO. 5-7514.	TINA LESER	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 11 9:30 A.M. Breakfast	PREVIEW: SPRING BRIDAL & TROUSSEAUX FASHIONS The press will preview Spring bridal gowns, also trousseaux fashions for juniors and misses. By invitation. <u>Customer showing at 5:45 P.M.</u> , on the Young 3rd Floor Publicity: Belle Gillis, MU. 8-6800.	TAILORED WOMAN	3RD FLOOR BRIDAL SALON
Tuesday Feb. 11 10:00 A.M.	PRESS PREVIEW OF SPRING SHOE COLLECTION By invitation. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	4TH FLOOR SHOE SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 11 12:00 Noon	OPENING OF SUMMER COLLECTION Daily showing at 12:00 Noon.	MOLLIE PARNIS (PARNIS-LIVINGSTON) Contact: BR. 9-5012.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 11 12:00 Noon Luncheon	OPENING OF SUMMER COLLECTION Lanz will present their Summer collection of dresses and sportswear. Lunch (12:00) showing (12:30) Feb. 11, 12, 13 and Feb. 17 through 19. Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Feb. 11 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses and costumes, designed by John Moore at 1:00 P.M., Feb. 11, 12, 13, 18 and 20. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 11 1:15 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Oleg Cassini will preview his Summer collection to press and buyers. By invitation. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson Assoc., Inc., 38 East 57th St., PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Feb. 11 1:15 P.M.	OPENING: SUMMER DRESS COLLECTION Daily showing of Gothe Summer cocktail, dinner and evening dresses at 1:15 P.M. Contact: Lucile Gordon, LO. 5-2727.	DAVID E. GOTTLIEB, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of Maurice Rentner's Summer collection daily at 2:30 P.M. Contact: LA. 4-6968. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Showings thereafter, Feb. 11-13, 18-20 and 26 at 2:30 P.M. By reservation. Contact: CH. 4-1872.	LARRY ALDRICH CO., INC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Feb. 11 3:45 P.M.	OPENING OF SUMMER DRESS COLLECTION Sam Friedlander's Summer afternoon, cocktail and evening fashions, Feb. 11, 12, 13, 18, 19 and 20 at 3:45 P.M. Contact: Berdine Devine, FE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Feb. 11 4:00 P.M. Cocktails	PREVIEW OF SUMMER DRESS COLLECTION Press and buyers will preview Dan Keller's Summer dress collection, designed by Liz Claiborne. By invitation. Continuous thereafter at show-room. Publicity: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY
Feb. 12	LINCOLN'S BIRTHDAY (Wednesday).		
Wednesday Feb. 12 4:00 P.M.	OPENING OF SUMMER COLLECTION Samuel Winston's Summer collection, designed by Roxane. Daily thereafter at 4:00 P.M. By appointment. Contact: CH. 4-2617.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 13 10:30 A.M.	OPENING OF SUMMER COLLECTION Showings of Jane Derby's Summer collection, Feb. 13, 14, 18 and 20 at 10:30 A.M. By appointment. Contact: Estelle Marr, LA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday Feb. 13 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Luis Estevez will preview his Summer collection to the press. By invitation. Trade showings, beginning Friday, Feb. 14 at 12:00 Noon in show-room daily. Contact: LO. 4-5820. Publ: Eleanor Lambert, MU. 8-2130.	GRENELLE-ESTEVEZ (550 SEVENTH AVENUE)	WALDORF-ASTORIA JADE SUITE
Feb. 14	VALENTINE'S DAY (Wednesday).		
Feb. 14	NATIONAL ADVERTISED BRANDS WEEK (Feb. 14-24).		
Feb. 19	ASH WEDNESDAY (First Day of Lent).		
Wednesday Feb. 19 12:30 P.M. Luncheon	MATERNITY FASHIONS DURING LUNCHEON Page Boy maternity fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Page Boy Publicity: Ruth Hammer Assoc., EL. 5-7872. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	PAGE BOY MATERNITY FASHIONS	HOTEL PIERRE COTILLION ROOM
Monday Feb. 24 10:00 A.M.- 6:00 P.M.	PRESS TOUR: NEW MASSACHUSETTS FACTORY Schwartz & Benjamin will transport the press by American Airlines from LaGuardia Airport at 10:00 A.M., to Boston for lunch. They will inspect the new Customcraft Shoe plant in Lynn, followed by cocktails and return flight, arriving in New York about 6:00 P.M. By invitation. Publicity: Carolyn Sadow at Frederick-Clinton Co., MU. 2-7433.	SCHWARTZ & BENJAMIN (112 WEST 34TH ST.)	LYNN, MASSACHUSETTS
Tuesday Feb. 25 3:00 P.M.	PRESS PREVIEW: SPRING- SUMMER CUSTOM COLLECTION Eleanora Garnett will preview her Spring and Summer custom-made collection. By invitation. Publ: Elizabeth Maher Assoc., 424 Madison, EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Tuesday Feb. 25- Feb. 26	SEMI-ANNUAL LEATHER SHOW Exhibit hours: Feb. 25:--9:00 A.M. to 7:00 P.M. Feb. 26:--9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Wednesday Feb. 26 8:30 A.M. Breakfast	PREVIEW: BOYS' SUMMER FASHIONS "A New Look In Boys' Fashions"--designed by Bill Beaton. For press and buyers, by invitation. Publicity: Madeline Christopher at Mad-Lyn Assoc., 55 West 42nd St., BR. 9-5967.	MINIKIN TOGS, INC. (112 WEST 34TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 26 12:30 P.M. Luncheon	SPRING-INTO SUMMER FASHIONS A.P. Silk Co., will present fashions in new fabrics by leading designers. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	A.P. SILK CO. (1412 BROADWAY)	HOTEL PIERRE COTILLION ROOM

MOVIES...THEATRE...OPERA

- Monday
Jan. 27 FOURTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon., Jan. 27: Bizet's "CARMEN", Tues., Jan. 28: Offenbach's "LA
PERICHOLE". Wed., Jan. 29: Puccini's "GIANNI SCHICCHI". Thurs., Jan. 30:
Girodano's "ANDREA CHENIER". Fri., Jan. 31: Donizetti's "LUCIA DI
LAMMERMOOR". Sat., Mat. Feb. 1: Barber's "VANESSA". Sat., Eve., Feb. 1:
Wagner's "TRISTAN UND ISOLDE". Publicity: Francis Robinson, PE. 6-1200.
- Wednesday
Jan. 29 OPENING: "MAYBE TUESDAY" PLAYHOUSE THEATRE, 137 WEST 48TH STREET
Richard Derr, Patricia Smith and Ralph Bell will star in the comedy about
6 girls sharing a West Side apartment, written by Mel Tolkin and Lucille
Kallen. Director: Paul Stewart. Sets: Paul Morrison. Costumes: Ann
Roth. Publicity: Ben Washer, CI. 5-0740.
- Thursday
Jan. 30 OPENING: "SUNRISE AT CAMPOBELLO" CORT THEATRE, 138 WEST 48TH STREET
The Theatre Guild and Dore Schary will star Ralph Bellamy with Mary
Fickett in the Dore Schary play of the years 1921-24 in the life of
Franklin Delano Roosevelt. Director: Vincent J. Donohue. Sets and light-
ing: Ralph Alswang. Costumes: Virginia Volland. Publicity: Nat & Irvin
Dorfman, LO. 3-0858.
- Monday
Feb. 3 OPENING: "THE INFERNAL MACHINE" PHOENIX THEATRE, SECOND AVE. & 12TH ST.
Albert Berman's adaptation of the Jean Cocteau play, produced by T. Edward
Hambleton and Morris Houghton, starring June Havoc, John Kerr and Jacob
Ben-Ami with Joan McCracken. Director: Herbert Berghof. Sets: Ming OhLee.
Lighting: Sharon Musser. Costumes: Alvin Holt. Publ.: Ben Kornzweig,
CI. 6-0718.
- Tuesday
Feb. 4 OPENING: "OH CAPTAIN" ALVIN THEATRE, 250 WEST 52ND STREET
The musical comedy presented by Howard Merrill and Theatre Corporation of
America, starring Tony Randall, Abbe Lane, Xavier Cugat and Alexandra
Danilova. Producer and Director: Jose Ferrer. Sets and Lighting: Jo
Mielziner. Costumes: Miles White. Publ.: Harvey Sabinson, CI. 6-0856.
- Wednesday
Feb. 5 PREMIERE: "QUIET AMERICAN" VICTORIA THEATRE, B'WAY & 46TH STREET
8:30 P.M. United Artist's production, filmed in Vietnam, starring Audie Murphy,
Michael Redgrave, Claude Dauphin and Georgia Moll. Produced and directed
by Joseph L. Mankiewicz. Costumes: Gloria Mussetta. Publicity: Tess
Michaels, CI. 5-6000.
- Wednesday
Feb. 5 OPENING: "WINESBURG, OHIO" NATIONAL THEATRE, 208 WEST 41ST STREET
Saba Co. and Yvette Schumer will present an adaptation of the novel by
Sherwood Anderson, starring Dorothy McGuire, James Whitmore and Leon Ames.
Director: Joseph Anthony. Sets: Oliver Smith. Costumes: Dorothy Jenkins.
Publicity: Richard Maney, CI. 7-4646.
- Thursday
Feb. 6 OPENING: "INTERLOCK" ANTA PLAYHOUSE, 245 WEST 52ND STREET
Celeste Holm, Maximilian Schell and Rosemary Harris will star in a psycho-
logical melodrama by Ira Levin and presented by Richard Myers, Julius
Fleischmann and Walter N. Trenerry. Director: Philip Burton. Costumes:
Robert Mackintosh. Publicity: Harvey Sabinson, CI. 6-0856.
- Tuesday
Feb. 11 OPENING: "CLOUD SEVEN" JOHN GOLDEN THEATRE, 246 WEST 46TH ST.
Ralph Meeker and Martha Scott starring in the Max Wilk comedy, presented
by Milton Baron and Marshall Earl. Director: Dennis King. Costumes: Alice
Gibson. Publ.: James Proctor and Merle Debuskey, MU. 7-5084.